

Orange Egypt and Mwasalat Misr Partner Together to Provide Exclusive Digital Services to Enhance The Public Transportation Experience to the Egyptian Citizens

Under the Umbrella of the Arab Organization for Industrialization and in support to the Egyptian government efforts and its plans to boost the digitalization of the economy and achieve sustainable development goals, Orange Egypt, the leading provider of integrated telecommunications services, signed an exclusive agreement with Mwasalat Misr for innovative transportation solutions to provide Mwasalat Misr Buses with integrated smart electronic system and solutions that supports mass transportation services and enhances the public transportation experience to the Egyptian citizens.

According to the agreement, Orange Egypt will be providing electronic means of communications and modern data transmission among the transport fleet and control centers affiliated to Mwasalat Misr. This allows Mwasalat Misr to monitor all the fleet buses through the cameras installed in each bus, check the number of passengers in each trip, track traffic, and distribute tracks periodically through the fleet management services provided in cooperation with ETIT (the authorized company to provide tracking services in Egypt).

Moreover, Orange Egypt will avail free Wi-Fi services for Mwasalat Misr buses and at the bus stations, in addition to availing a hotline (012 80000 012) to serve passengers. Orange is also considering selling “Mwasalaty Card” at its branches, and activating the “Loyalty Program” points offered to its customers to be used in purchasing and recharging “Mwasalaty Card”.

Orange also aims to focus on supporting the government towards financial inclusion and moving towards a cashless society by providing electronic payment services to passengers through Orange Cash service, in addition to co-marketing offers and activities for the customers of the two companies.

Mwasalat Misr is the only mass transit operator in Egypt that is listed on Google Maps, allowing users to follow the busses' expected arrival time, their routes, and subway meeting points.

This agreement came after a memorandum of understanding was signed last November between Orange Egypt and Mwasalat Misr in an alliance led by the Arab Organization for Industrialization to provide an integrated smart public transport system. In February 2020, the first electric bus was launched where Mwasalat Misr was responsible for operation and Orange Egypt was the technical services provider.

Orange had earlier provided technical services in the field of smart transportation when it announced last December, on the sidelines of its participation at Cairo ICT 2019 Conference and Exhibition, the signing of a memorandum of understanding with Smart Villages Development & Management Company to carry out a project that targets the development of public bus stations and waiting areas at Smart the Village.

On the occasion, Eng. Yasser Shaker, CEO of Orange Egypt expressed his appreciation to Mwasalat Misr's officials and praised their keenness to peruse cooperation with Orange Egypt to provide adequate services to the Egyptian market.

“The mass transport market in Egypt is witnessing a new and exciting phase in which the competition is increasing and technology has become an essential part of it. Therefore, we are honored to cooperate with Mwasalat Misr, where we will together will introduce a new concept of smart mass transportation in Egypt that Egyptians have always dreamed of through offering a comfortable, safe and smart means of transportation, thus improving the quality of transportation and making life easier for the public”, added Shaker.

Commenting on this cooperation, Dr. Hisham Taha, CEO of Mwasalat Misr, expressed his pleasure with this strategic partnership between, Mwasalat Misr,

Egypt's leading public transportation expert, and Orange Egypt, the leading provider of integrated telecommunications services. He pointed out that Mwasalat Misr is proud to support its vehicles network with Orange's Internet services, especially as Orange is the fastest mobile internet provider. Moreover, Orange Egypt will provide vehicles tracking and monitoring services for Mwasalat Misr's fleet deployed in Cairo and Giza.

"According to the cooperation protocol, Orange customers will enjoy extra benefits through using Mwasalat Misr's transportation network. Also, Orange Egypt will enable Wi-Fi services and develop Mwasalat Misr's bus stations. It will also handle advertising and sale of Mwasalat Misr's smart card (Mwaslaty) at Orange branches in addition to some other future services via Orange Cash" he added.